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Ideas... 4-H and YOUTH DEVELOPMENT

FEDERAL EXTENSION SERVICE U. S. DEPARTMENT OF AGRICULTURE

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4-H PARTICIPATION AT NEW HIGH: The 1968 summary indicates you are working with 3,527,959 youth--a gain of more than 300,000 over the previous year. The 4-H enrollment total is 2,381,465 with 34.8 percent farm, 33.4 percent rural non-farm and 31.8 percent urban. Georgia with 154,810 maintains the highest State enrollment of 4-H members. New York has 137,948, Alabama 135,353, and Tennessee 122,418. Four States are in the above 90,000 range, including Ohio with 99,570, Indiana with 97,563, Michigan 97,461, and Kentucky 91,782. Virginia made a significant increase to reach 87,074.

Many States that do not have potential to reach the highest-number ranks still deserve commendation. For example, since 1965, New Hampshire has tripled its 4-H enrollment. New Jersey has now attained a figure of 2,004 youth-reached-per-agent-year, or a total of 21,174 reached in 4-H Clubs and 47,626 in other ways.

SOUTHERN REGIONAL STATE 4-H LEADERS CONFERENCE: State 4-H staff members from the Southern States held their triennial regional conference at Williamsburg, Va., May 5-9, themed to "Accelerate 4-H Expansion". Jack Tyree, State 4-H Leader of Virginia, served as chairman of the program committee. More than 50 State 4-H staff members attended. The conference program concentrated on developing a clearer understanding of 4-H objectives and how to more effectively implement them with a greater number of young people.

Principal resource people were: Dr. William Skelton, Director of Extension, VPI; Dr. Rhonwyn Lowry, Associate State 4-H Leader, Georgia; Henry Hansen, Director of Extension, Connecticut; Dr. T. C. Blalock, Assistant Director of Extension, 4-H, North Carolina; Lowell Watts, Dr. E. Dean Vaughan, and Lloyd L. Rutledge of FES, and Bob Wood of the National 4-H Foundation.

The conference program was dedicated to Miss Emmie Nelson for her untiring efforts and deep seated devotion to 4-H. A conference highlight was a Wednesday evening program when Miss Nelson was given special recognition for her past leadership and Dr. Skelton gave the challenges of the future in a talk on "Your Place In 4-H Expansion".

NORTHEAST 4-H EXPANSION PLANS: The Northeast Extension Directors are continuing to support 4-H expansion. A special committee, appointed in 1968, has met for the third time in Connecticut to review progress to date. Chairman Rollyn Winters guided the discussion that included review of progress made since the State Training Workshops, application of information received at the Urban 4-H Staff Institute, increased 4-H TV series participation, a report from the Northeast Urban 4-H Subcommittee, results of efforts to reach additional urban low-income youth, and use of the term "4-H" in urban areas. The girl-boy

COOPERATING WITH LAND GRANT COLLEGES AND UNIVERSITIES

ratio in 4-H was reviewed and concern expressed about the decreasing percentage of boys in organized clubs. One encouraging trend is that boys comprise 55 percent of the Hartford, Conn. 4-H enrollment. Literature priority needs were identified as a guide to Miss Eleanor Echo, new Northeast 4-H Literature Coordinator, who will be consulting with each Northeast State in the near future.

STAFF TRAINING OPPORTUNITIES: Two excellent opportunities are scheduled for June 16 to July 6. At Colorado State University Gordon L. Beckstrand of Michigan will teach the course on "Principles of Program Development for Youth Programs." In California, V. Joseph McAuliffe will team with R. O. Monosmith for an intensive 4-H and youth development workshop in human relations, teaching and administration, to be held at Davis.

4-H CONGRESS LEADERS' SESSIONS: Plant science and food-nutrition are the scheduled areas of emphasis for the leaders sessions. We are also lucky that the Entomological Association is having its meeting in Chicago during the Congress period. This gives Extension Entomologists a chance also to share some features of the Congress. Dr. Jerry Macklin and his planning committee are at work in shaping up an interesting program.

4-H FEATURE AT A.I.C.: Each year, as part of the youth recognition at the American Institute of Cooperation, 4-H has had an opportunity to give a short 5-8 minute feature. The idea is to present in brief form a 4-H educational program on cooperatives or where 4-H and cooperatives have teamed up in a joint venture. This could be on a county, State, or multi-State basis, featuring individuals or teams. In past years there have been presentations by 4-H speaking contest winners, reports of 4-H participation in cooperative education conferences, 4-H individual or team demonstrations.

Do you have among your State's 4-H delegates to this year's AIC, a presentation that could be this year's 4-H feature? Even though speaking winners have appeared several times, we certainly would not rule out such a winner this year. However, we would be interested in knowing about other unique programs. Do please drop us a note if you have a recommendation.

FAMILY REUNION DAY - AUGUST 10: Kiwanis International and Freedoms Foundation are suggesting a family reunion day, based on the successful observance last year. Purpose is to dramatize the family as the keystone of the Nation's strength and morality. 4-H could encourage young members of the family to become familiar with their family's traditions, documents and relationships. It's a "natural" for a family-centered program.

WESTERN REGION 4-H STUDY COMMITTEE MEETING: The group met with Director William Bennett of Utah, Chairman. Plans are moving ahead to design a study to try to determine factors related to boy participation in 4-H. If a feasible and practical design can be made the group will propose such a study to the directors in the region with all States in the region cooperating. Bob Davis of California is taking the lead.

The committee is also developing a training package to give greater emphasis to quality group participation in 4-H groups. Joyce Croft of Wyoming is giving main leadership to this project.

Neil Raudabaugh and John Banning of FES worked with this committee.

/SHARING SOME OF THE GOOD IDEAS IN STATE PROGRAMS/

URBAN WORK

ILLINOIS - Urban Low-Income Work

Urban work at Springfield, is typical of many excellent programs being operated in other cities in the State. Work is centered at a housing development, school in low income area or a church. Projects have been food-nutrition, clothing and crafts supplemented by TV action. Now flower-growing and gardening are coming in. Some children have been to 4-H camp through special funding arrangements. Most of the leadership has come from women members of adult Extension groups who are responding to the need. In some cases, junior leaders are from high school classes.

MASSACHUSETTS - Urban Institute

The first invitational Urban 4-H Leader's Training Institute was held May 3-31. Staff for the institute was provided by the Human Relations Center at Boston University. The program emphasized helping 4-H leaders establish realistic program goals and examine issues of relevance to 4-H.

NEW JERSEY - Urban 4-H

The Inner-City 4-H program in Trenton illustrates well the work being carried on in several cities--including Newark, Camden, Patterson, Elizabeth. The Trenton program started in 1966 with more than 400 inner-city members. It is now greatly expanded in many project areas, and several hundred youth are being reached by sub-professionals in the expanded nutrition program.

OHIO - 4-H in Central City of Cleveland

Twenty women, 10 men, 440 girls, and 437 boys formed 14 "new" Inner-City 4-H groups in Cleveland during 1968. Projects carried include gardening, foods-nutrition, clothing, first-aid, woodworking, conservation. Several things began to fall into place at about the same time. Long standing relationships with different community leaders, successes with existing inner-city 4-H groups, greater awareness of 4-H as a result of a continuing television series about Extension, and agent's inability to curtly say "no" to a lady with enough wild ideas to qualify as a problem herself. Two different and unrelated community groups provided the vehicle for this 4-H expansion.

PROMISING PROGRAM IDEAS

COLORADO-HAWAII - Community Pride

These States have joined California, Nevada and Idaho in Statewide programs featuring beautification-conservation activities. In them members contribute tangible efforts to improve their local communities.

GEORGIA - Nutrition Week for Teenagers

Georgia 4-H'ers joined in a Nutrition Week observance April 6-12 and, in it, called attention to teenager eating habits. Plans were completed after 15 4-H representatives returned from the seventh annual Georgia Teenage Nutrition Conference, where 15 State youth organizations were represented.

HAWAII - Consumer Education-Money Management

A four-session workshop was held in the Central Maui area for 30 older 4-H'ers, covering points on decision-making and sound money management. A field tour and a judging event were included.

LOUISIANA - Youth in Special Nutrition Work

Reaching homemakers on nutrition education through their children in a 4-H-like program is working out well. Aides have recruited children between 8 and 13 years. The youth participate in a series of nutrition classes and the homemakers are reached simultaneously. Mothers are interested in how their children can be motivated to eat the foods they need.

MINNESOTA - "Be Safe -- Be Seen"

This is a pedestrian visibility program jointly sponsored by Extension along with the Minnesota Safety Council and the Department of Health. Reflective materials on outer clothing and shoes will be emphasized. 4-H Safety Chairmen are being asked to help develop a countywide program.

NEW MEXICO - Area Leader Forums

Two area leader forums are a follow-up of the Western Regional event. Leaders who attended have conducted similar programs in Albuquerque and Las Vegas.

OHIO - 4-H Pilot Dog Program

4-H'ers are raising dogs to help some of the Nation's 400,000 sightless people. Working with Pilot Dogs, Inc., a member raises a puppy, participates in a 10-week obedience course, keeps accurate records of the dog's rate of growth and returns the pup at about 10 or 12 months of age. A unique project feature is that the member and his family attend graduation of the puppy and also meet the sightless person who receives the dog. Over 30 families are currently involved with a potential of 200 families annually in Ohio.

OKLAHOMA - Personality Development

Dr. Tom Cunningham, Family Life Specialist, is working on a series of three manuals. The first one--for ages 9-12 is well along. Mary Sue McBroom, who focused her recent graduate study in this area, will give leadership for 4-H.

SOUTH DAKOTA - Project Why

"Project Why" is replacing the original "Nutrition Science Why". This will give youth a chance to study in any project area. Members have opportunity to make a 3 by 3 foot exhibit, which explains a science why in any 4-H subject.

STAFF DEVELOPMENT

NEW HAMPSHIRE - "Granite - Lines", New Staff Letter

A copy of a new staff letter is sent to each Extension specialist and agent with special enclosures for 4-H Youth Development Agents. It looks very good.

RHODE ISLAND - Training Newsletter

County staff receive an excellent monthly newsletter done by Jim Bromley, to point up self-improvement opportunities and the why of program thrusts. A recent issue highlighted the philosophies from the State Training Team Workshop and the new dimensions in 4-H.

SOUTH CAROLINA - Expanding Youth Program

Ninety-five county staff members attended a four-day workshop, themed to new approaches for reaching a larger segment of the population through Extension's youth program. Focus was on new approaches to leadership, methods for 4-H in hard-to-reach communities, and understanding problems of boys and girls.

WASHINGTON - Staff Training for Camping

Two regional camping workshops were held for professional and volunteer staff who will assist in camping programs this summer. Special attention was focused on the camp director's role, responsibilities of the camp committee, waterfront instruction, crafts and ideas for outdoor education. Donor funds were used to pay lodging and meal costs for the volunteers who participated.

COMMUNICATIONS

KANSAS - Promote Short Term Projects

Counties receive a packet of press releases prepared about programming special interest project groups this summer. The staff labels it "An effort to assist thoughtful and energetic agents working with short-term project type 4-H groups-- help boys and girls learn to do one specific thing, to have fun, and to meaningfully occupy their time this summer". The releases are easily localized.

MINNESOTA - TV Series "The Many Faces of 4-H"

A series of 4-H TV half-hour television shows has featured the program areas. Juanita Fehlhafer teamed with KTCA-TV's staff to develop the series. She hosted the shows, wrote script, and arranged for guests and visuals. Programs were televised in color on videotapes over the ETV network as well as for several commercial stations in both Minnesota and South Dakota. Topics were the "Many Faces of 4-H": International Programs, Leisure Education, Foods-Nutrition, Conservation Education, Health, Agricultural Production, Careers. Another feature is a weekly six-minute 4-H featurette on a children's show on WCCO-TV.

IDEAS FOR STATE EVENTS

ARIZONA - Autorama

A State-wide autorama is planned for the State Fair in August. Participants will be 4-H members who have participated in the 4-H automotive program.

KANSAS - State 4-H Chorus

A 70-voice chorus, members who are 15 years of age or older, will participate in many of the Round-up activities. They will practice several hours a day with Rod Walker, a professor in the KSU music department. The final Round-up assembly will feature a concert, where a recording is made for sale to delegates.

NEW HAMPSHIRE - Young Adult Conference on Drug Abuse

Youth from 10 different programs joined in the Governor's Young Adult Conference on Drug Abuse. The event was sponsored by the New Hampshire Council of Youth Serving Agencies with support from Sears Roebuck Foundation. Young people assisted with the planning, as well as conducting and evaluating the event.

OREGON - Study of Government

The 4-H Conference on Study of State Government, in its 12th year, brings two members per county to Salem. The members develop recognition of the responsibility of the citizen to his government. Both the Governor and Secretary of State are key speakers. Over 30 percent of the counties hold local follow-up events.

PENNSYLVANIA - Consumerama

A new feature at State Days is a Consumer Education program. The four parts are (1) Consumer Education Presentations, open to individuals or teams--each presentation to include a hypothetical situation based on a consumer problem and to show how the decision-making process was used in problem solving,, (2) A Consumer "Bowl", (3) Consumer judging--tape recorders, dress shirts, meats, and snacks for teenage entertaining, and (4) A "Planathon".

RHODE ISLAND - Camp for Retarded Children

4-H and S.T.A.R. (Senior Teens Aid Retarded) are joining forces to run a camp this summer for mentally retarded children. The youth involved are busy making plans for the camp and also raising funds to support it.

VERMONT - Sales of Project Work

4-H State Day, which features 4-H members in action, had something new. It was a gift shop where visitors could purchase items 4-H'ers had made in their project work, including crafts, woodworking, plants and other gifts.

/SOME TIMELY EDUCATIONAL AIDS/

"TIPS - Techniques in Product Selection" - A Handbook of Information on Consumer Products and Services. The Market Development Distribution Department of National Association of Manufacturers, 277 Park Avenue, New York City 10017. Summarizes commercially-produced education literature in these fields: Clothing and grooming, food, health and leisure, home furnishings, and money management. Has a helpful section on consumer characteristics. Is planned for educators.

"DECISIONS" - Reprints articles from "Teen Times" on Who Am I, What Do I Want to Be, How Can I Communicate in My Family, What About Morals, About Money, About My Health, My Use of Time, My Responsibility as a Citizen, My Future? Published by Future Homemakers, U. S. Office of Education, Washington, 20202 - 25¢.

"THE TEACHER OF HOME ECONOMICS" - Emphasizes education for effective parenthood, children are our Business. Single copy \$1, quantity discounts. Publications-Sales Section, 1201 Sixteenth Street, N.W., Washington 20036.

"INSTRUCTORS'S GUIDE--Explorer Motorcycle Safety Training Program" - Training manual developed in cooperation with Los Angeles Police Department, Southern California Automobile Club and BSA Motorcycles-Western. If you have much activity with motorcycles, you would find this very interesting. Mr. J. Hope, president, Motorcycle Safety Council, alerted us to it. His address, 2745 E. Huntington Drive, Duarte, Calif. 91010.

The American Library Association announces its selections for worthy books for children. "The High King" by Lloyd Alexander wins the Newbery Medal, and "The Fool of the World and the Flying Ship" wins honors for Uri Shulevitz for illustrations.

/NEWS OF OUR COWORKERS/

Our Division's good news is that Polly Fussell of Tennessee will be joining our staff June 1. Polly's graduate study focused on programs for older youth. She will utilize that competency as well as give major attention to nutrition.

Bill Pease of New York State retires July 1 after an outstanding 4-H career. He is now enrolling at North Carolina State, with the idea of college teaching as a second career. A testimonial dinner in Syracuse on May 6 brought friends and coworkers from all over the Northeast.

George Baker, South Carolina, has the title, State Leader for 4-H and Youth Development Programs. He is one of four program leaders.

New appointments include Howard Swonigan and Lawrence J. Wiedenfield, youth development specialists in Wisconsin. Ben T. Powell joined the Tennessee staff when E. B. Jenkins retired. Ben is the husband of a former 4-H Fellow, Charline Hamilton. Anna Lucas is also new on the Tennessee 4-H staff.

Congratulations to Dr. Ruth Brasher of Oregon. Ruth recently completed her advanced degree in sociology at Utah State University.

C. J. Gauger, Iowa State Leader, received one of USDA's Superior Service Awards on May 20. He was honored for his outstanding work in Iowa as well as nationwide youth leadership.

Dr. Emory Brown is now Pennsylvania's Assistant Director for Family, Youth and Community Development. Dr. "Bill Smith" has chosen to devote his time to specialized work in the family living field.

Eleanor Echo started May 1 on her challenging new assignment as 4-H literature coordinator for the Northeast States. Her office will be in New Jersey. She will help the States plan and work together in a more efficient job of literature development, and will implement plans for cooperative work. The new position was established jointly by Extension Directors in the 12 northeastern States. Eleanor was an outstanding 4-H member and worked with Extension in both New Jersey and Michigan before joining Simplicity Pattern Company.

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Miss Catherine DeVries is the newly-named 4-H Fashion Stylist for Simplicity. She was a nine-year 4-H member in Wisconsin and has a Master's degree in Clothing and Textiles from Stout Institute. Cathy worked with the orientation session for Report to the Nation delegates.

Three new members of the 4-H Foundation Board of Trustees are George L. Varnes, of Eli Lilly & Company; Donald Danforth, Jr. of Ralston Purina Company, and Dr. Joseph L. Matthews of FES.

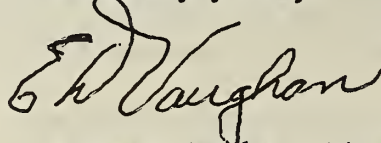
Jerry Chavez, recently a 4-H Peace Corps representative in Brazil and formerly in New Mexico, is on home leave and considering another overseas assignment.

/IN CLOSING/

The National Conference delegates joined in a memorial service to President Dwight D. Eisenhower, who had cut the ribbon opening the Center just 10 years previous. The delegate who had presided and stood with the President for the ribbon-cutting came to the Center for the occasion. President Eisenhower often expressed his deep interest in 4-H. A typical quote:

"Now, I am here just because I like the 4-H'ers....And, one reason I like them is because they are young. They are American! They are America of tomorrow, next year and the decades to come. And, since every true American is dedicated to America's future as well as to the solution of any of its current problems, we must look toward these young people... Next, I like 4-H'ers because they are dedicated to excellence; they want to do things better....They are doing useful things; they are leaders because they show this kind of example. They lead us to greater dedication to our country."

Sincerely yours,



E. Dean Vaughan, Director
4-H - Youth Development

John W. Banning, Assistant Director
Fern S. Kelley, Assistant Director
(Editor of IDEAS)

Program Leaders :

Robert R. Pinches
Lloyd L. Rutledge
Russell W. Smith
Kemp L. Swiney
Eleanor L. Wilson

Enclosures